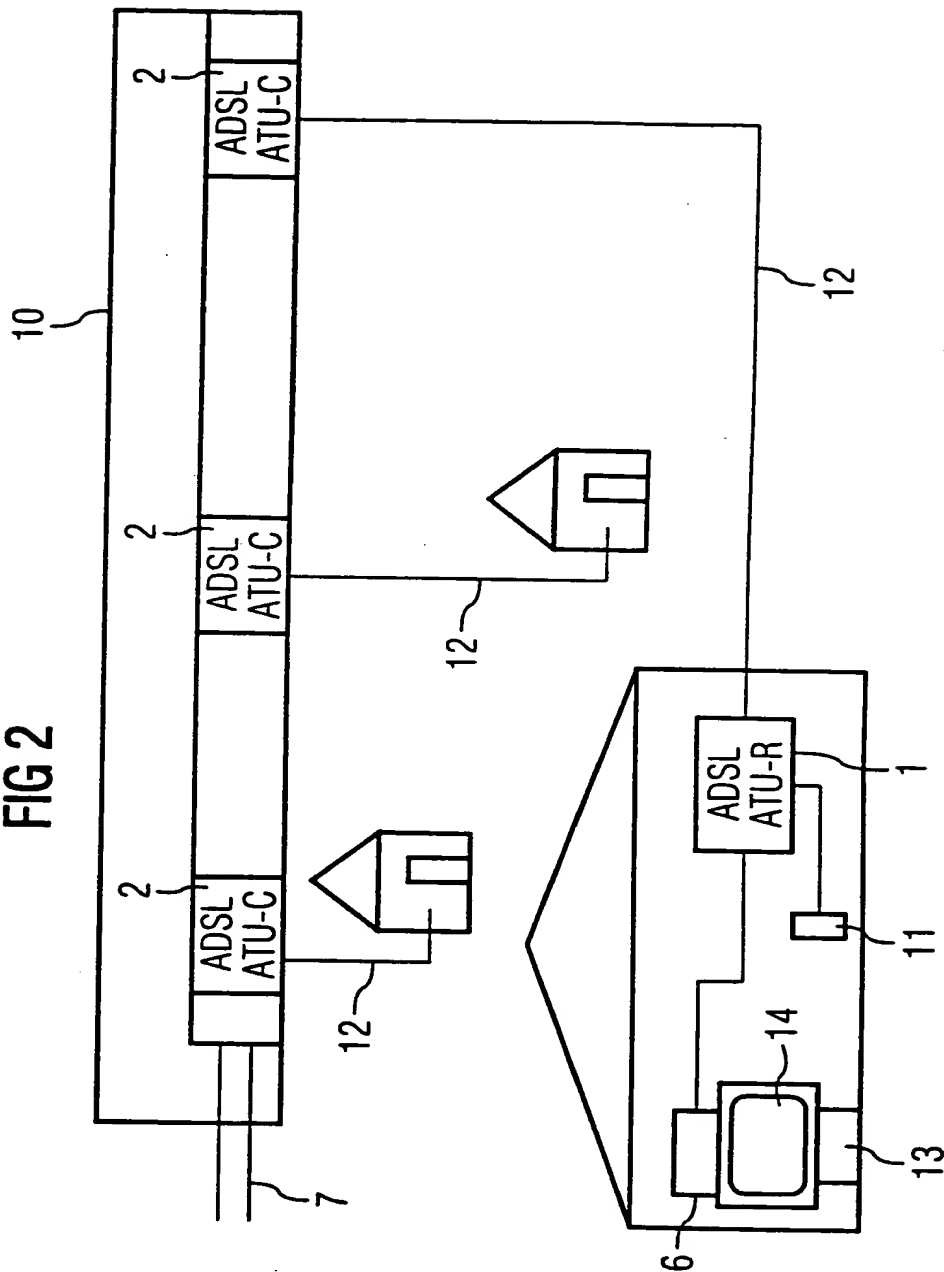


FIG 2



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Exploitation of the willingness to pay

FIG 3

